

Inspiring Campaign Branding & Communications (Session 1 of 2) | 07.16.14 | Nathan Chappell

Answer to follow-up question

Q: I attended today's webcast, "Inspiring Campaign Branding and Communications" and had a question for Nathan. One trend that I noticed is that many campaign logos are underscored with "The campaign for..." For example:

The Harvard Campaign: One Harvard

The Campaign for Yale University: Yale--tomorrow

The Centennial campaign for UCLA: Let there be

What is the value to this? Perhaps to differentiate that it is a campaign and not a branding campaign?

Ans: Traditionally, campaigns were most often referred to as "The Campaign for XXX". It's a relatively new trend that we are seeing more and more "taglines" supplement the traditional campaign branding model. While there are still examples of universities only using "The Campaign for XXX" or "The XXX Campaign", we find that is still more common for more established university brands. In my opinion, a campaign "tagline" (for lack of a better word) helps an institution articulate a few things; 1) this is not an institution brand – it's something new and exciting, 2) the campaign stands for something – the "tag line" represents a vision of what the campaign hopes to inspire, 3) this campaign is not a simple retread of a former campaign, i.e. not 'business as usual'. While more and more institutions are in a perpetual state of campaign planning or constantly in full campaign mode, the tagline helps distinguish this specific campaign from former 'like' campaign initiatives.

I hope this answers your question to some degree. Thanks again for participating!